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08/15/03 5:30PM; *JetFax* #208; Page 1

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**DISCOVISION ASSOCIATES**

2355 Main Street Suite 200, Irvine, CA 92614 TEL (949) 660-5000  
FAX (949) 660-18010

To: Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Date: August 15, 2003

Attn: Examiner Paul L. Rodriguez

Number of Pages: Cover + 17

From: Caroline Do, Esq., Reg. No. 47,529

FAX NO. (703) 746-7239

Tel. No. (703) 746-7240

Re: U.S. Pat. Appln. Ser. No. 09/295,856

PLEASE CONTACT US IF ANY PAGES  
ARE ILLEGIBLE OR ARE NOT  
RECEIVED.

Filed: April 21, 1999

**RECEIVED**

Title: SYSTEM, METHOD AND ARTICLE OF  
MANUFACTURE FOR TRANSMISSION OF  
ADVERTISEMENTS BASED ON THE  
CONTENT OF AN ELECTRONIC STORAGE  
MEDIUM (as amended)

AUG 18 2003

Confirmation No.: 7668

Technology Center 210

Art Unit: 2125

Inventor: Todd R. COLLART

Our Ref. No.: IA 1502.01A US

ATTN: EXAMINER PAUL L. RODRIGUEZ, ART UNIT 2125

Please find attached an Amendment and Response in the above-referenced application.

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August 15, 2003

VIA FACSIMILE

22887

PATENT TRADEMARK OFFICE

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Re: U.S. Patent Application Serial No.: 09/295,856  
Filed: April 21, 1999  
Confirmation No.: 7668  
Title: SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR  
TRANSMISSION OF ADVERTISEMENTS BASED ON THE CONTENT  
OF AN ELECTRONIC STORAGE MEDIUM (as amended)  
Inventor: Todd R. Collart  
Our File No.: IA 1506.01A US

Dear Sir:

Enclosed for filing in the above-referenced application are the following documents:

1. Transmittal Form;
2. Fee Transmittal for FY 2003 (PTO/SB/17);
3. Petition for Extension of Time Under 37 C.F.R. 1.136(a), plus copy;
4. Amendment and Response (Pages 1 – 12);
5. Cover Letter (Document Control Number: 5C5IEM); and
6. Certificate of Facsimile dated August 15, 2003.

Please acknowledge receipt of this transmittal.

Very truly yours,

DISCOVISION ASSOCIATES

A handwritten signature of Caroline Do, Esq.

Caroline Do, Esq.  
Reg. No. 47,529  
Senior Patent Prosecution Attorney  
INTELLECTUAL PROPERTY DEVELOPMENT

CERTIFICATE OF FACSIMILE TRANSMISSION	
I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office: Fax No. (703) 746-7239 on:	
8/15/2003	(Date)
Renee M. Franks (Type or print name)	
 (Signature)	

CD:rmf

Enclosures

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PTO/SB/21 (05-03)

Approved for use through 04/30/2003. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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# TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

		Application Number	09/295,856
		Filing Date	April 21, 1999
		First Named Inventor	Todd R. COLLART
		Art Unit	2125
		Examiner Name	Paul L. RODRIGUEZ
Total Number of Pages in This Submission		Attorney Docket Number	LA 1506.01A US

## ENCLOSURES (check all that apply)

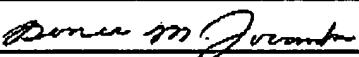
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input checked="" type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____  Remarks	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  Cover Letter Certificate of Facsimile
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	DISCOVISION ASSOCIATES -- Intellectual Property Development 2355 Main Street, Suite 200, Irvine, CA 92614 -- U.S.A. -- Tel: (949) 660-5000		
Signature			
Date	August 15, 2003		

## CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below.

Typed or printed name	Renee M. Franks		
Signature		Date	August 15, 2003

This collection of information is required by 37 CFR 1.6. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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# FEE TRANSMITTAL for FY 2003

Effective 01/01/2003. Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR §1.27

TOTAL AMOUNT OF PAYMENT (\$ 110.00)

## Complete if Known

Application Number	09/295,866
Filing Date	April 21, 1999
First Named Inventor	Todd R. COLLART
Examiner Name	Paul L. RODRIGUEZ
Art Unit	2125
Attorney Docket No.	IA 1506.01A US

## METHOD OF PAYMENT (check all that apply)

 Check  Credit Card  Money Order  Other  None  
 Deposit Account:

Deposit Account Number **04-1175**  
 Deposit Account Name **DISCOVISION ASSOCIATES**

The Commissioner is hereby authorized to: (check all that apply)

 Charge fee(s) indicated below  Credit any overpayments  
 Charge any additional fee(s) during the pendency of this application  
 Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account

## FEE CALCULATION

## 1. BASIC FILING FEE

Large Entity | Small Entity

Fee Code	Fee \$	Fee Code	Fee \$	Fee Description	Fee Paid
1001	750	2001	375	Utility filing fee	
1002	330	2002	165	Design filing fee	
1003	520	2003	260	Plant filing fee	
1004	750	2004	375	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	

SUB TOTAL (1) (\$ 0-)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from Below	Fee Paid
	-20** =	x =	=
Independent Claims	-3** =	x =	=
Multiple Dependent		=	

Large Entity	Small Entity	Fee Description		
Fee Code	Fee \$	Fee Code		
1202	18	2202	9	Claim in excess of 20
1201	84	2201	42	Independent claims in excess of 3
1203	280	2203	140	Multiple dependent claim, if not paid " Reissue independent claims over original patent
1204	84	2204	42	" Reissue claims in excess of 20 and over original patent
1205	18	2205	9	

SUBTOTAL (2) (\$ 0-)

\*\* or number previously paid, if greater. For Reissues, see above

## 3. ADDITIONAL FEES

Large Entity	Small Entity	Fee Description	Fee Paid		
Fee Code	Fee \$	Fee Code	\$		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	110.00
1262	410	2252	205	Extension for reply within second month	
1253	830	2253	465	Extension for reply within third month	
1254	1,460	2254	725	Extension for reply within fourth month	
1255	1,970	2255	985	Extension for reply within fifth month	
1401	320	2401	160	Notice of Appeal	
1402	320	2402	160	Filing a brief in support of an appeal	
1403	280	2403	140	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1,300	2453	650	Petition to revive - unintentional	
1501	1,300	2501	650	Utility issue fee (or reissue)	
1502	470	2502	235	Design issue fee	
1503	830	2503	315	Plant issue fee	
1480	130	1480	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(q)	
1808	180	1808	180	Submission of Information Disclosure Stmt.	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	750	2809	375	Filing a submission after final rejection (37 C.F.R. 1.129(a))	
1810	750	2810	375	For each additional invention to be examined (37 CFR 1.129(b))	
1801	750	2801	375	Request for Continued Examination (RCE)	
1802	800	1802	800	Request for expedited examination of a design application	

Other fee (specify) \_\_\_\_\_

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$ 110.00)

## SUBMITTED BY

## Complete (if applicable)

Name Printed/Typed	Caroline Do	Registration No. Attorney / Agent	47,529	Telephone	(949) 660-5048
Signature	<i>Caroline Do</i>			Date	August 15, 2003

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